



King County

GRAPHIC STANDARDS & GUIDELINES

December 2003



King County

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To all King County employees:

The King County Identity Program provides these Graphic Standards and Guidelines to promote a greater visual consistency, clarity and recognition of King County government; to its residents, employees, businesses and other governments. Coordinated efforts to comply with these guidelines will achieve that goal.

To further ensure that these standards are adhered to, Executive Ordinance #ACO-8-16 (AEO) requires all graphic design and print work to go through King County Graphic Design and Production Services.

The information contained in these guidelines applies to all materials produced by, for and with King County.

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1852 - 1888

King County, Washington Territory

1889 - 1920s

KING COUNTY, STATE OF WASHINGTON

1920's - 1950s

City/County Building



1950's - 1960s

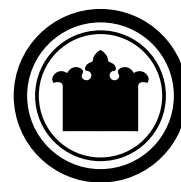


1968 - 1980s

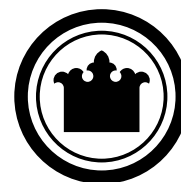
KC Charter–Public Contest



1984 - 2001



2002 - Future



King County

Required Type fonts

Arial Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz!
@#\$\$%

Arial Bold

ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghij
klmnopqrstuvw
xyz!

Times Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz!
@#\$\$%&*

Times Bold

ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghij
klmnopqrstuvw
xyz!

What are the required “official” type fonts for county-wide use?

The Arial family (or Helvetica) and the Times family are the only approved type fonts that are to be used for day-to-day printed communications. These basic type fonts, along with their bold and italic variants, were selected for their versatility and appropriateness in representing King County. They are universally available in almost all software and operating systems.

Arial is a simple, contemporary, sans serif type font that is particularly suited for shorter passages of print in body copy and can be used as a headline with Arial and Times body copy. It is well suited for electronic media such as web sites. This type is highly readable and accessible, and for this reason, is preferred for county-wide use.

Times is a functional, elegant type font that has been in wide use prior to the new graphic guidelines. Because it is less readable, especially in italic, it is recommended as a second choice. It can be used to match existing documents and used more successfully in larger point sizes.

Important!

The type font *Verdana* is not a required general use font for printed communications. It is an integral part of the King County branding system and used for the printing of county letterhead, business cards and envelopes. It is also used for agency descriptions (department, division, program names) that are combined with the revised King County logo. Because of its high readability on screen, this font can be used for both county internet and intranet applications.

On what types of county-wide communications will these fonts be required?

These type fonts should be used on both printed and electronic communications. Printed business communications such as letters, faxes, news releases, etc. and King County internet and intranet sites should be a prime user of these fonts.

Highly designed promotional and informational publications generally have a wider range of type font possibilities based on subject matter, audience and design preferences. Brochures, reports, manuals, newsletters, etc. fall into this category. *Readability and accessibility* should be a major consideration in choosing fonts for these pieces.

*Accessibility...**Equally effective*

*communication of information
to all audiences and age
groups, but specifically related
to the Americans with
Disabilities Act of 1990, where
King County is required to
ensure equally effective
communication to all
individuals served, including
qualified individuals with
disabilities.*

King County has a demonstrated commitment to ensure that everyone it serves has equal access to and opportunity to benefit from its programs and services, including people with disabilities. In addition, King County must comply with federal, state and local disability access laws. Part of King County's programs and services is the information it provides in printed materials. By following these guidelines, you will help ensure your publications meet legal requirements and be accessible to most people with disabilities, but also provide greater readability for those with English as a second language.

Access Notices

Here are situations where these notices are legally required to appear. They should be in a sans serif font, 14 point or larger type.*

- **All publications written for the public (programs and services brochures, flyers, reports, etc.)** – A notice that the publication is available in alternate formats upon request. This notice should include a contact telephone number and TTY number.
- **Publications that outline county services, programs or activities in which the public participates** – A notice that reasonable accommodations will be provided upon request. The notice should include a contact telephone number and TTY number.
- **Publications concerning a public meeting, hearing or event** – A notice that the meeting/event location is accessible (check to ensure facility meets access codes).

**Please see the Office of Civil Rights resources section below for optional wording of required notices.*

Disability access laws do not include specifications for printed materials, allowing for flexibility; however, governmental and disability organizations sources have developed guidelines to help ensure compliance with the intent of the law.

Font And Text

- **Style:** use sans serif fonts such as Arial and Helvetica and limit use of ornate fonts. Times New Roman and other serif fonts may be more difficult for some to read.
- **Size:** 12 point type or larger (Large print size: 14 point or larger upon request).
- **Non-standard Type:** Use bold, underlining or italics only for emphasis or headers. Use all-caps sparingly.

- **Background Images:** Generally, none; if used, be sure images do not obscure text. It is helpful to put contrasting “shadow” (positive or negative) directly under the text to increase contrast.
- **Shading Behind Text:** Acceptable, but be sure to achieve adequate text-to-background contrast.
- **Text Around Images:** If text is wrapped around an image, it is better to put the image to the right of the text, so there is a consistent margin at the left for easier “tracking.”

Paragraph

- **Style:** Block style (one line between paragraphs) or indented first line.
- **Line Width:** Single column not exceeding 6 inches; multiple columns at least 3 inches wide.
- **Justification/Alignment:** Left alignment or limited justification (Large print: left alignment only)
- **Hyphenation:** None or limited.
- **Leading:** Sufficient spacing between lines of print so lines are not crowded.

Paper and Printing

- **Color Contrast:** Good contrast between print and background color; avoid dark or intense color paper (such as neon) or colors that are the same as or similar to ink color used.
- **Paper Finish:** Matte (dull, not shiny, as glare can make a publication unreadable by some).
- **Double-sided Copies:** One-sided copying recommended for large print, unless heavy-weight paper is used.

Telephone and TTY Numbers*

- **Hyphens:** Use hyphens only (no parentheses around area code).
- **TTY number:** If no in-house TTY number, use “TTY Relay: 711.”

** Use TTY (not TDD) for Text Telephone (see “TTY is the Acronym for Text Telephone - But Why?” at*

<http://kcweb.metrokc.gov/dias/ocre/ttyhistory.htm>).

Any caller may dial 711 nationwide to be connected to the nearest TTY Relay Service.

Office Of Civil Rights Intranet Resources

Alternate Formats Overview

kcweb.metrokc.gov/dias/ocre/altforms.htm

See “Notification of Availability of Alternate Formats”

Public Meetings and Hearings – Announce Accessibility

<http://kcweb.metrokc.gov/dias/ocre/announce.htm>

See “How to Indicate That Reasonable Accommodations are Available”

Access Symbols

(from wheelchair access symbol to interpreter services symbol)

<http://kcweb.metrokc.gov/dias/ocre/symbol.htm>

<http://www.gag.org/resources/das.php>

(offers positive and negative versions)

Disability Language and Etiquette

(to help make sure you say it appropriately)

<http://kcweb.metrokc.gov/dias/ocre/etiquette.htm>

Illustration of Accessible Print Features

<http://kcweb.metrokc.gov/dias/ocre/poster.pdf>

Internet Resources**Effective Color Contrast, Lighthouse International**

http://www.lighthouse.org/color_contrast.htm

Print Legibility, Lighthouse International

http://www.lighthouse.org/print_leg.htm

Note: Please disregard the use of a serif font -- sans serif font is strongly preferred by consensus of guidelines sources, as noted above.

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If you have any questions about these guidelines, or would like feedback on a draft design, please contact:

Disability Compliance Specialist and King County ADA
Coordinator, 206-296-7706, 206-296-7596 TTY

1 Obtaining Logos & Help Resources



Where can I get help with standards questions?

For help with applying graphic standards, call King County Graphic Design and Production Services at 206-205-8550, or e-mail vikki.johnson@metrokc.gov or consult the King County Web site at <http://kcweb.metrokc.gov/des/graphics/> for specific publications.

Where can I get electronic files of the King County logo?

Logos are available for PC and Mac in TIFF, EPS, GIF and EMF file formats and also available in black and reverse (white) versions. These logo styles and formats are available on the Graphic Design and Production Services intranet Web site at:

<http://kcweb.metrokc.gov/des/graphics/>

- Special sizes for TIFF logos available on request
- Additional formats available on request

Where can I get printed sheets of the King County logo?

Logos are available on 8.5" x 11" printed sheets in different sizes and in black and reverse (white). Contact: Graphic Design and Production Services, Graybar Building, 416 Occidental Ave. S., 206-205-8550

What if I have special requests regarding the King County logo and its use?

Requests that require color changes or depart from the general guidelines and standards of using and applying the King County logo will be reviewed by Graphic Design and Production Services at 206-205-8550. If for some reason Graphics cannot resolve a request, it will be submitted for final resolution to the Office of the King County Executive, Communications Director, 206-296-4063.

Who can use the King County logo and for what purposes?

The King County logo typically is used for all official county business. Unauthorized and inappropriate use in county business, by outside vendor and by consultants is prohibited. Using King County logos for personal projects is not allowed.

Are there any other publications and user guides?

- *Business Communications Information Sheets* are available to assist in ordering and understanding layout and information changes regarding the revised style of letterhead/memo, business cards, envelopes and notepads.
- *A Quick Reference Guide* is an overview of the major elements of the standards program and includes the proper display and presentation of the King County logo. This publication will be available to consultants, vendors and county employees.
- *King County Graphic Standards and Guidelines – PDF* is an abbreviated form of the comprehensive handbook dealing mainly with the proper display and presentation of the King County logo and its application to various types of publications. It is mainly for use by employees involved in printed or electronic communications.

- *King County Graphic Standards and Guidelines Handbook* is a comprehensive reference guide to the King County brand and is mainly for use by King County managers, graphic designers and public information officers.

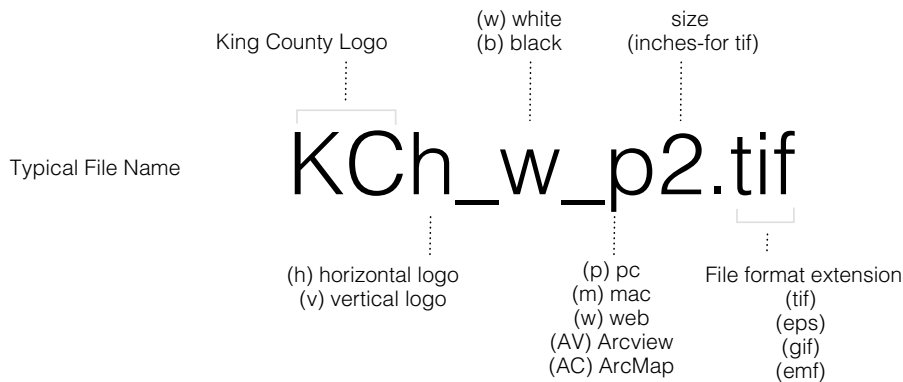
These publications, with the exception of the Handbook, will be available as PDF files to all employees on the King County Graphic Design and Production Services intranet web site at:




<http://kcweb.metrokc.gov/des/graphics/>

Please contact your agency's Public Information Officer for additional information.

Some pages display important color information and it is recommended that a color printer be used when printing from the PDF file. Contact your agency Public Information Officer if you do not have a color printer.

Choosing a File Format



File Format and Names	Applications	Notes on Use
EPS KCh_w_p.eps KCh_b_p.eps KCv_w_p.eps KCv_b_p.eps KCh_w_m.eps KCh_b_m.eps KCv_w_m.eps KCv_b_m.eps KCh_AV.eps KCv_AV.eps	pc mac Arcview	<p>Postscript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and Arcview users with postscript printers</p>  <ul style="list-style-type: none"> This truly scalable (vector) EPS graphic will remain sharp at any proportion, even billboard-size without any gain in file size. (Other image formats converted into EPS usually do not have the same scalable characteristics...please use the EPS logo provided rather than converting from something else). Generally speaking, do not use this format if your final document will be eventually converted to an Acrobat PDF file! One exception would be: ArcView users using EPS logos and postscript printers should be able to use EPS logos with good results. Please note that ArcView EPS logos have been adjusted to work better in this application than general EPS logos.
TIFF KCh_w_p2.tif KCh_b_p2.tif KCv_w_p2.tif KCv_b_p2.tif KCh_w_p4.tif KCh_b_p4.tif KCv_w_p4.tif KCv_b_p4.tif KCh_w_px.tif KCh_b_px.tif KCv_w_px.tif KCv_b_px.tif KCh_w_m2.tif KCh_b_m2.tif KCv_w_m2.tif KCv_b_m2.tif KCh_w_m8.tif KCh_b_m8.tif KCv_w_m8.tif KCv_b_m8.tif KCh_w_mx.tif KCh_b_mx.tif KCv_w_mx.tif KCv_b_mx.tif	pc mac	<p>Most non-web programs including Microsoft Word, Excel, Powerpoint, Autocad and GIS. Works well in postscript based applications such as Page-maker, especially if exported to PDF files.</p> <p><i>Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.</i></p>  <ul style="list-style-type: none"> BEST format for documents to be converted to Acrobat PDF format, especially when viewing on various computer systems.** If PDF files are used, a suggested best practice would be to use this logo format on all reports, documents, brochures, flyers, slideshows, and maps to anticipate this need. Choose a TIFF logo size for your project to avoid having to enlarge the logo. (Reducing the logo is fine but enlarging it makes it fuzzy.) Three resolutions are provided: <ul style="list-style-type: none"> Small for report covers, letter-size maps, etc. where logo is no larger than two (2) inches. Medium for posters or wall maps where logo is no larger than four (4) inches. Large for large graphics (banners, podium signs, etc.) where logo is no larger than twelve (12) inches. If you need a different size, call King County Graphics at 206.205-8550. If a PDF is not required, and a reasonable file size needs to be maintained, as well as the highest quality desired; then an EPS format would be a better choice.
EMF KCh_AC.emf KCv_AC.emf	ArcMap	<ul style="list-style-type: none"> Excellent format for general ArcMap use. This vector format can be enlarged without distortion and has no background color.
GIF KCh_w_gif KCh_b_gif KCv_w_gif KCv_b_gif	Web applications	<ul style="list-style-type: none"> Use on web pages. Background is transparent, small file size. <i>This format is only for web use...do not use in other applications, especially if the file will be converted to PDF!**</i> 

****PDF files created on a Macintosh and viewed on a PC or vice versa will often behave quite differently...displaying the same logo clearly on one system and blocky on the other. This is especially true when the original document is in Microsoft Word. Generally, TIFF logos have the most consistent results across platforms (for all but web or CAD work).**

How can I avoid common mistakes when using electronic files?

- Choosing the correct TIFF logo size for your project avoids having to enlarge the logo. (Reducing a TIFF file is fine, but enlarging it makes it fuzzy.) Three basic sizes are provided. It is important to maintain this aspect ratio when resizing the logo so it doesn't appear distorted.
- Do not convert one format (EPS) into another format (TIFF).
- Do not try to open logo files directly as it may damage the file. *Place, insert, or import* the file directly into your application. Consult your program manual or your local network person for instructions.
- Check for distortion of the logo after it is placed into your document. A squeezed or stretched appearing logo is not acceptable. Setting your program controls correctly before inserting the logo can avoid this distortion.
- A fuzzy logo is not acceptable. This may have occurred because the incorrect file format type was used with your program.